

ORDER



A GANNETT COMPANY

WJXX-TV

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/21/12	120	\$18,680.00	\$15,878.00	August 2012	120	\$18,680.00	\$15,878.00	0.00
					Totals	120	\$18,680.00	\$15,878.00	0.00

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn	North America	USA	Start Of Order - End Of Order	100%

Jim Quinn Start Of Order - End Of Order 100%

Order Share

Broadcast Share			
WJXX-TV	9%	\$18,680.00	
Market	100%	\$207,555.56	

Competitive Share

CABLE	0%	\$0.00
WAWS	6%	\$12,453.33
WCWJ	0%	\$0.00
WJXT	30%	\$62,266.67
WTEV	25%	\$51,888.89
WTLV	30%	\$62,266.67

Order / Rev: 706284
Alt Order #: 06274543
Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/ R / President
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 22

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Advertiser: Romney/ R / President
Product Desc: ROMNEY FOR PRESIDENT WJXX-TV
Estimate: 22

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 17	WJXX	08/15/12	08/17/12	4-5p M-F 4-5p	CM	M-F	4-5p	-- WTF--	:30	3	\$50.00	P-3	0.00	NM
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/13/12 08/19/12 -- WTF-- 3 \$50.00 0.00														
E 18	WJXX	08/20/12	08/21/12	4-5p M-F 4-5p	CM	M-F	4-5p	MT-----	:30	2	\$50.00	P-3	0.00	NM
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/20/12 08/26/12 MT----- 2 \$50.00 0.00														
E 19	WJXX	08/15/12	08/17/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F	5p-5:30p	-- 222--	:30	6	\$90.00	P-3	0.00	NM
2X MAX/DAY														
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/13/12 08/19/12 -- 222-- 6 \$90.00 0.00														
E 20	WJXX	08/20/12	08/21/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F	5p-5:30p	22-----	:30	4	\$90.00	P-3	0.00	NM
2X MAX/DAY														
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/20/12 08/26/12 22----- 4 \$90.00 0.00														
E 21	WJXX	08/15/12	08/17/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F	5:30p-6p	-- 222--	:30	6	\$100.00	P-3	0.00	NM
2X MAX/DAY														
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/13/12 08/19/12 -- 222-- 6 \$100.00 0.00														
E 22	WJXX	08/20/12	08/21/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F	5:30p-6p	22-----	:30	4	\$100.00	P-3	0.00	NM
2X MAX/DAY														
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/20/12 08/26/12 22----- 4 \$100.00 0.00														
E 23	WJXX	08/15/12	08/17/12	FCN News at 6 M-F 6-6:30pm	CM	M-F	6p-6:30p	-- WTF--	:30	3	\$150.00	P-3	0.00	NM
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/13/12 08/19/12 -- WTF-- 3 \$150.00 0.00														
E 24	WJXX	08/20/12	08/21/12	FCN News at 6 M-F 6-6:30pm	CM	M-F	6p-6:30p	21-----	:30	3	\$150.00	P-3	0.00	NM
2X MAX/DAY: M														
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/20/12 08/26/12 21----- 3 \$150.00 0.00														
E 25	WJXX	08/20/12	08/21/12	FCN News at 7p M-F 7-7:30p	CM	M-F	7p-7:30p	MT-----	:30	2	\$250.00	P-3	0.00	NM
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/20/12 08/26/12 MT----- 2 \$250.00 0.00														
E 26	WJXX	08/15/12	08/17/12	FCN News at 7p M-F 7-7:30p	CM	M-F	7p-7:30p	-- WTF--	:30	3	\$250.00	P-3	0.00	NM
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/13/12 08/19/12 -- WTF-- 3 \$250.00 0.00														
E 27	WJXX	08/20/12	08/21/12	Extra M-F 7:30-8p	CM	M-F	7:30p-8p	MT-----	:30	2	\$250.00	P-3	0.00	NM
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/20/12 08/26/12 MT----- 2 \$250.00 0.00														
E 28	WJXX	08/15/12	08/17/12	Extra M-F 7:30-8p	CM	M-F	7:30p-8p	-- WTF--	:30	3	\$250.00	P-3	0.00	NM
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/13/12 08/19/12 -- WTF-- 3 \$250.00 0.00														
E 29	WJXX	08/15/12	08/17/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su	11p-11:35p	-- 222--	:30	6	\$250.00	P-3	0.00	NM
2X MAX/DAY														
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 08/13/12 08/19/12 -- 222-- 6 \$250.00 0.00														
E 30	WJXX	08/20/12	08/21/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su	11p-11:35p	22-----	:30	4	\$250.00	P-3	0.00	NM

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Advertiser: Romney/ R / President
Product Desc: ROMNEY FOR PRESIDENT WJXX-TV
Estimate: 22

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2X MAX/DAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12		22-----			4				\$250.00		0.00			
E 31	WJXX	08/15/12	08/17/12	Nightline		CM	M-F	11:35p-12:05a-	WT-----	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	Nightline													
		Week: 08/13/12	08/19/12	<u>Weekdays</u>	--WTF--			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								3				\$200.00		0.00			
E 32	WJXX	08/20/12	08/21/12	Nightline		CM	M-F	11:35p-12:05a	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	Nightline													
		Week: 08/20/12	08/26/12	<u>Weekdays</u>	MT-----			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								2				\$200.00		0.00			
E 33	WJXX	08/15/12	08/17/12	GMJ Sunrise		CM	5-6a		--WTF--	:30	3	\$70.00	P-3	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	M-F 5-6a													
		Week: 08/13/12	08/19/12	<u>Weekdays</u>	--WTF--			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								3				\$70.00		0.00			
E 34	WJXX	08/20/12	08/21/12	GMJ Sunrise		CM	5-6a		MT-----	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	M-F 5-6a													
		Week: 08/20/12	08/26/12	<u>Weekdays</u>	MT-----			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								2				\$70.00		0.00			
E 35	WJXX	08/18/12	08/18/12	GMA Saturday		CM	GMA Saturday		-----S-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	GMA Saturday													
		Week: 08/13/12	08/19/12	<u>Weekdays</u>	-----S-			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								1				\$100.00		0.00			
E 36	WJXX	08/18/12	08/18/12	FCN Sat News at 6:30	CM	Sat FCN News We		-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	Sat 6:30-7p/7p news after footb													
		Week: 08/13/12	08/19/12	<u>Weekdays</u>	-----S-			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								1				\$175.00		0.00			
E 37	WJXX	08/18/12	08/18/12	Sa 7-8P		CM	Sa 7p-8p		-----S-	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	Sa 7p-8p													
		Week: 08/13/12	08/19/12	<u>Weekdays</u>	-----S-			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								1				\$75.00		0.00			
E 38	WJXX	08/18/12	08/18/12	FCN News at 11pm	CM	M-Su 11p-11:35p		-----S-	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00	
2X MAX/DAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12		-----S-			2				\$250.00		0.00			
E 39	WJXX	08/19/12	08/19/12	GMJ Sunday		CM	Sun 7a-730a		-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	GMJ Sunday													
		Week: 08/13/12	08/19/12	<u>Weekdays</u>	-----S			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								1				\$50.00		0.00			
E 40	WJXX	08/19/12	08/19/12	First Coast News On Point	CM	First Coast News On Point		C-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00	
		<u>Start Date</u>	<u>End Date</u>	First Coast News On Point													
		Week: 08/13/12	08/19/12	<u>Weekdays</u>	-----S			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								1				\$50.00		0.00			
E 41	WJXX	08/19/12	08/19/12	GMA Sunday		CM	GMA Sunday		-----S	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
2X MAX/DAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12		-----S			2				\$175.00		0.00			
E 42	WJXX	08/19/12	08/19/12	This Week 10A	CM	Sun 10a-11a - eff 6/7		Sun 10a-11a - eff 6/7	-----S	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	Sun 10a-11a - eff 6/7													
		Week: 08/13/12	08/19/12	<u>Weekdays</u>	-----S			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								1				\$180.00		0.00			
E 43	WJXX	08/19/12	08/19/12	FCN Sun News at 6:30	CM	Sun 6:30-7p		-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	Sun 6:30-7p													
		Week: 08/13/12	08/19/12	<u>Weekdays</u>	-----S			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								1				\$200.00		0.00			
E 44	WJXX	08/19/12	08/19/12	Sun Prime A	CM	7-8p		-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	America's Funniest Home Vide													
		Week: 08/13/12	08/19/12	<u>Weekdays</u>	-----S			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
								1				\$700.00		0.00			

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 Alt Order #: 06274543
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 22

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 44	WJXX	08/19/12	08/19/12	Sun Prime A	CM	7-8p	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
America's Funniest Home Video															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12 08/19/12 -----S 1 \$700.00 0.00															
E 45	WJXX	08/19/12	08/19/12	Sun Prime Other 2nd Pr@M	CM	9-11p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
Extreme Makeover: Weight Loss															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12 08/19/12 -----S 1 \$1,000.00 0.00															
E 46	WJXX	08/19/12	08/19/12	FCN News at 11pm	CM	M-Su 11p-11:35p	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
M-Su 11-11:35p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12 08/19/12 -----S 1 \$250.00 0.00															
												Totals	120	\$18,680.00	